

## A Successful Store Sells Red Stars

*By Suggestion*

Letter Number 20

HERE is the test of our training. Assume we have memorized our lists, we know our Red Stars, we have gone over our counters bin by bin and have displayed Red Stars to the limit of their possibilities. We shall still fall far short of our possibilities unless we use our knowledge and suggest Red Stars.

The sales girls should be required to suggest with every sale. We mean just that. It should be part of each purchase, as much as the "Thank you." There is no valid objection and the results are too important to be trifled with. Certain suggestions are worthy of special attention—screws with hinges, razor blades with shaving soap, tooth paste with tooth brushes. In these and other suggested Red Stars of equal importance the manager should insist upon suggestions with every sale. How many other such combinations of Red Stars with high cost merchandise can your salesladies suggest?

The salesladies owe it to you to assist the undecided customer to buy a Red Star. If we are sincere in our definition of a Red Star, there is no reason ethical or practical why this should not be done.

Enthusiasm is the key. Arrange contests for selling Red Stars. Announce the salesladies who increase their gross from month to month. Inspire your girls and work with them.

RED STARS—KNOW THEM, DISPLAY THEM,  
SUGGEST THEM.